

The How-To Magazine

# Sign Builder

ILLUSTRATED

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Photo courtesy of AdFleet Advertising U.S. Inc.



## Reinventing the Wheel

**Santa Monica, California—** AdFleet Advertising U.S. Inc., a company “reinventing the wheel,” is offering a refreshingly innovative approach to outdoor advertising. The company has introduced a patented non-rotating wheel cover technology called “Captions.”

(When driving by, the image/logo appears to be floating.) This past July, ads started adorning taxicab tires in Los Angeles.

With “Captions,” a corrosion-resistant metal fixture is affixed to the wheel hub case using the vehicle’s lug nuts. There is a mechanism incorporated into the fixture that decouples the rotation of the wheel from the cap retention part of the fixture. The fixture is designed to let the cap lock onto it and remain rotation-free while the wheels behind it are driven. The wheel cover is a tensile and highly versatile polycarbonate print-coated disc that easily locks onto the metal fixture and whose outward face is used to display product messages in an attractive and attention-grabbing fashion.

AdFleet Advertising started up two years ago and has been spending its time securing intellectual properties and making engineering/manufacturing design modifications. It also spent months on the road talking with taxi owners, media buyers, and advertising agencies, seeking their input and turning them on to the benefits of this program.

“Some clients have told us that outdoor advertising has been suffering from a general malaise,” explains AdFleet President Ian M. Klassen. “They say that billboards are being ignored, and they’re looking for something innovative and new through which to get in touch with consumers. These wheel covers are a perfect antidote.”

Companies participating in the strategic program include: Taco Bell, the Los Angeles Dodgers, Virgin Cola, Jiffy Lube, and 1-800CheapSeats.com. AdFleet expects to offer its new outdoor medium in a number of cities, including Dallas, Houston, Washington, D.C., Boston, and Atlanta.

“We’ve currently signed up 8,000 participating urban-based taxis in most of the nation’s largest markets,” continues Klassen, “and we expect to penetrate into larger cities with as many as 15,000 cars nationwide.” Klassen also reveals that plans are in development to include the wheel coverings on transit buses.

Even though the Los Angeles campaign is less than a month old, Klassen reports that all kinds of advertisers have been inquiring about participating.

“It’s all about making an impact,” concludes Klassen. “Since most onlookers haven’t seen these before, they remember the ad.”

In the end, AdFleet’s unique partnerships are enabling the company to drive a variety of messages to consumers nationwide.



For more information about AdFleet Advertising, call 877/684-5762 or visit [www.adfleet.com](http://www.adfleet.com).